New digital and physical technologies are enabling the creation of new business models by new ventures and established organizations, as well as facilitating the interaction between partners and the creation of complementary business activities. In this context, the notion of ecosystems is becoming increasingly popular. In the last ten years, the World Economic Forum (WEF) has highlighted the central role of innovation ecosystems in fomenting economic activity.

Different types of innovation ecosystems co-exist. Established firms, suppliers, and other actors may work together in platform-based ecosystems creating new complementary products and services that can be mixed and matched to offer unique value propositions to various end users. Some of these actors may be startups that interact with larger organizations, venture capitalists, business angels, public sector agencies, universities, and research centers in entrepreneurial ecosystems to foster new ventures and growth.

For business leaders, innovation ecosystems are a source of winning ideas and a means to speed up their innovative efforts. At the same time, policymakers see them as a robust notion to orient the creation of policy mechanisms and stimulate economic activity. The focus is on understanding how to unleash the potential of different types of innovation ecosystems for business development. In academia, researchers have dedicated attention to the mechanisms to make that happen. Yet, most academic literature has focused on innovation ecosystems in developed countries.

The BALAS 2024 Conference will provide a scholarly academic forum for discussing innovation ecosystems for business development in the LATAM contexts, focusing on specific conditions and solutions of our reality.

**Special Conference Tracks**
- Opportunities and constraints in entrepreneurial ecosystems
- Orchestrating platform-based innovation ecosystems for business and sustainable development
- Knowledge-intensive and technology-based entrepreneurship to address society’s challenges
- Overcoming the Innovation Paradox in Developing and emerging economies: Technology and Management to reach prosperity.

**General Tracks**

**Doctoral Colloquium Track:**
Track for doctoral research presentations
ABOUT FGV EAESP

Created in 1954, EAESP is the most internationalized school in Latin America, with more than 100 partnerships with internationally renowned foreign institutions in all continents. It is also recognized as a high-level center for research in Management and for training leaders in the business, government and academic spheres.

It is one of the few business schools in the world and the first in Brazil to have triple international accreditation: AACSB International – The Association to Advance Collegiate Schools of Business; EFMD EQUIS – The European Foundation for Management Development; EFMD Quality Improvement System; and AMBA – The Association of MBAs.

WHY SAO PAULO

São Paulo. Fifth largest metropolis in the world. Financial heart of Brazil, capital of cultural diversity, with residents of over 200 different nationalities.

High levels jobs
São Paulo is the capital with the highest concentration of high level jobs: directors, managers and analysts.

30% of leadership position
São Paulo concentrates 30% of leadership positions in the total of 27 Brazilian capitals.

Average income 80% above other capitals
São Paulo has an average income 88% above other capitals, especially for the leadership positions.

BIG NUMBERS FGV EAESP

1/3 of undergraduated students receive a scholarship

3,700 Students and 245 professors

100 Internals partners in 38 countries

20 Study centers

40,000 Members of the alumni network

500 Students take our courses every year

Watch our school’s institutional video.

HOSTED BY

FGV | SAO PAULO SCHOOL OF BUSINESS ADMINISTRATION